DIGITAL & PRINT
TECHNICAL SPECS

DMN, along with AC Business Media, reserves the right to ask for revisions or reject any advertising it deems, in its sole opinion, not in keeping its standards.

ONLINE DISPLAY AD SPECIFICATIONS

	Max Initial Download File Size
970 x 250 Billboard	200 KB
970 x 90 Super Leaderboard, also provide: + 728 x 90 (for vertical tablet orientation) + 300 x 50 (for mobile devices)	200 KB 200 KB 50 KB
300 x 600 Premium Sidebar / Sidebar	200 KB
300 x 250 IMU	200 KB
550 x 480 Welcome / Pop-up Ad (Prestitial)	200 KB
1658 x 1058/300 x 250 Responsive Reskin	200 KB for each
Native Ads	200 KB

Please read our material guidelines and rich media support information below.
AC Business Media follows the IAB guidelines.

Online Display Ads:

Billboard, Super Leaderboard, Premium Sidebar, Sidebar, IMU

- The following file types are acceptable: JPG (static or animated), GIF (static or animated), PNG (static)
- Third party tags are also accepted
- Click-through URL: please provide a URL for the ad to link to
- A maximum of 3 different creatives can run per order, with the ability to swap out creative one time per month.

**Due to recent web browser trends, Flash ads should be avoided and converted to HTML5 where possible. Google Chrome and Mozilla Firefox have begun blocking Flash ads from automatically displaying animation, drastically reducing performance and CTR rates.

As a company, we follow IAB guidelines. Here is a link to the IAB spreadsheet if you have any further questions about ad materials: http://www.iab.com/guidelines/iab-display-advertising-guidelines/.

Need a Banner Created for You?

AC Business Media's team can design a banner ad for your company. This service is provided as an added value to your email insertion order.

Please provide:
- A URL or direct graphic image(s) to be included in your banner(s) including company logo, products and other related images.
- A clear concept or design direction, which may include marketing slogans and the mission of your campaign, to assist us in preparing your banners.
- Materials may be submitted in ZIP format to minimize file size. Clients should avoid sending files zipped using Stuffit Expander (common on Mac platform). While some clients may use MAC platform to create their graphics, we prefer those graphics being converted to EPS files. We may be able to open Quark files (commonly used for print ads), but some graphic elements critical to the design maybe lost in conversion. Converting to EPS files will solve this problem.

For campaigns where AC Business Media is your 'creative' source, please allow up to 8 business days before your campaign begins for banner creation, approval and placement. Any adjustments to creative will require additional time to adjust the design/product.

Please add two additional business days for additional banners to be created for your campaign.

Campaigns where creatives follow multiple concepts and designs, or more than 10 banners, will be handled on a case-by-case basis.

Prestitial (Welcome Pop-up) Ad

Size: 550x480

- Max file size: 200 KB
- Format: The following file types are acceptable: JPG (static or animated), GIF (static or animated), PNG (static)
- Third-party tags are also accepted
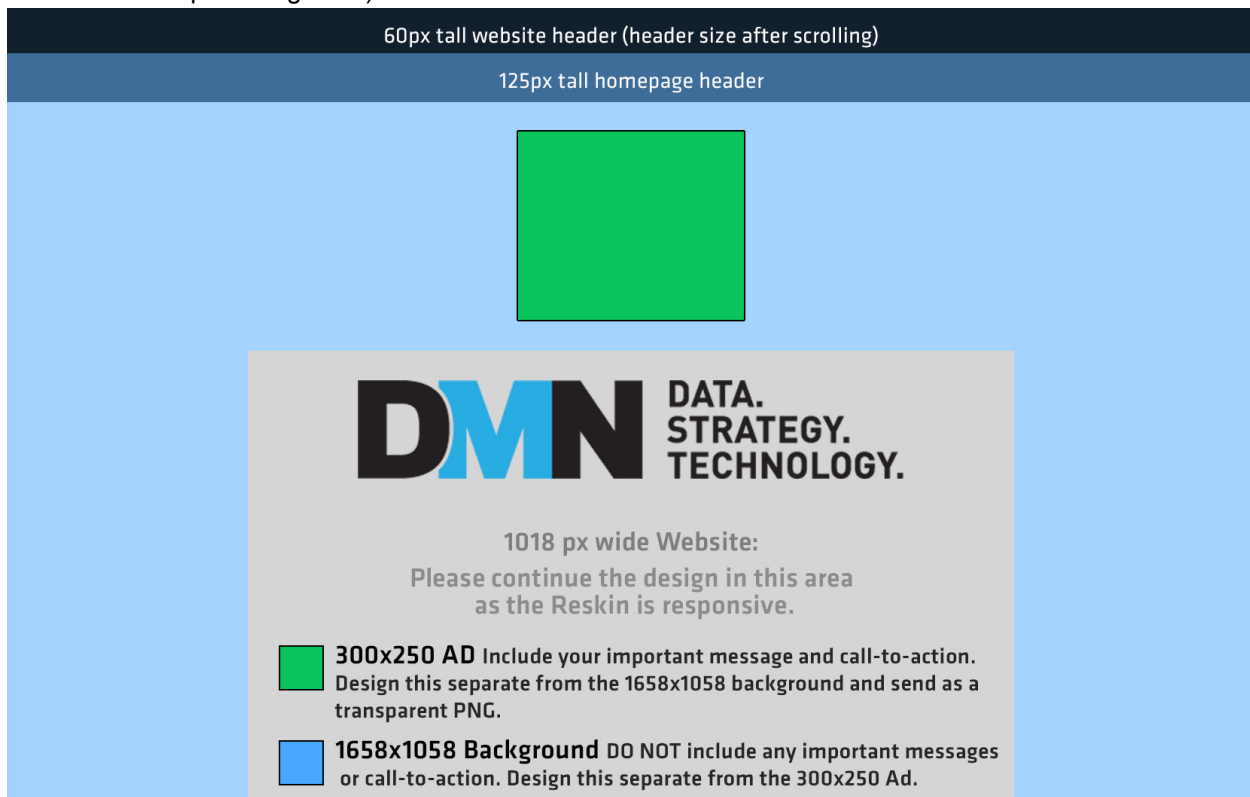- Click-through URL: please provide a URL for the ad to link to

Skin (Responsive Reskin) Ads

See image below for live area dimensions. Please provide the following:

- One 300x250 image containing important marketing message and call to action; send as a transparent PNG
- One high-res background image for branding (1658x1058 or higher)
- One click-through URL
- Tags are not accepted for this unit

See layout example below.

We encourage vital messaging/branding and all call-to-action items to be created within the 300x250 image. The 1658x1058 image should be background branding, imagery, color, etc. (equivalent to the bleed area in a print magazine).

Native Ads

The native advertising position integrates your message within editorial content. Our platform rotates various native sizes in different positions throughout the site to offer more exposure and improved click-through rate.

- It is highly recommended that two different creatives are sent for rotation
- Title: max of 75 characters including spaces
- Teaser: max of 255 characters including spaces
- Image: high-resolution, 16:9 ratio image. The image will be resized to fit both ad sizes and rotated throughout the website in various positions.
- URL link to the article or sponsored content (unless hosting content)

General Materials Guidelines

- Animated GIFs should have at least two seconds between frames, maximum of six frames.
- All banners must be sized at 72dpi resolution.
- AC Business Media reserves the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Banners may not "Flash" messages that may irritate the user.
- ALT (Mouseover) text should be no greater than 10 words.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.
- Banners must be designed so that interaction with the user only takes place if the user places the mouse within the advertisement area.
- Advertisers may make banner or other creative changes or additions every two weeks, following the time guidelines below, although we prefer advertisers to send us multiple banners at one time and have them scheduled as you would like throughout your campaign.
- Flash advertising is not available in email newsletters or blasts at this time.
- **Provide the click-thru URL when submitting materials**

What We Accept

We will accept ads in **GIF, JPEG, animated GIF**. Other formats must be tested and approved on a case-by-case basis. ***Rich media*** *requirements are covered in detail later in this document.*

Deadlines for Client-Submitted Materials

Please allow **3 business** days to process/load simple image and GIF animated ads and **5-7 business days** to process all other types of creative. Specialized rich media ads and e-mail creative may require longer lead times (See Rich Media below).

All rich media ads are tested on a matrix of browsers and platforms before posting. This process requires a MINIMUM of five business days to test rich media for performance, stability and compatibility.

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RICH MEDIA SUPPORT

What We Accept

We will accept ads in most formats, including HTML. Other Rich Media formats must be discussed and tested on a case-by-case basis.

**Due to recent web browser trends, Flash ads should be avoided and converted to HTML5 where possible. Google Chrome and Mozilla Firefox have begun blocking Flash ads from automatically displaying animation, drastically reducing performance and CTR rates.

When submitting a rich media banner, a conventional GIF or JPG banner must also be submitted, within the size and file requirements as a normal comparable size banner. This alternative will be served to visitors who cannot view rich media.

Acceptable Advertising Technologies

We currently accept the following advertising technologies or delivery methods. Each requires a five-business-day turnaround for testing and approval: BlueStreak, Eyeblaster, Eyewonder, Flash, Doubleclick, HTML, Java/JavaScript, PointRoll, Viewpoint

We do not accept: Comet Curser, Enliven, Superstital or Unicast. For any additional advertising types not listed, please contact your sales representative. Flash advertising is not available in email newsletters or blasts at this time.

COOKIES FROM THIRD-PARTY AD SERVERS

All advertising served by a third-party agency (such as Doubleclick) using "cookie technology" must include a link to that agency's "privacy statement" page. Ad banners that send a cookie to our subscribers and do not comply will be removed from the site immediately. We request that you limit the number of cookies to one per user.

DEADLINES FOR THIRD PARTY-DELIVERED ADS

All versions of creative that will be served via a third party must be provided for testing and approval prior to appearing on the site. Please allow up to five business days for this testing in advance of your campaign start.

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EMAIL BLASTS

Advertiser-Supplied Creative

Submit the following at least seven business days before the deployment date:

- Pre-designed, HTML e-mail message about your company, product(s), service(s), or other information
- Subject line that meets our approval
- Pre-header (optional)
  A pre-header is recommended; this is visible on mobile devices and when recipients use Outlook's preview mode.
- Include full image paths in the code. (ex: http://domain.com/images/graphic1.jpg)

AC Business Media must have all HTML creative for the email blast at least seven business days prior to it running. This will allow four days for upload and testing, two days for client approval and one day to upload the final approved version and schedule for delivery.

Due to the strict timeline of the email blast schedule, if you do not supply your creative within these deadlines we cannot guarantee its place in our delivery schedule. You may be charged a late fee of up to $500 or your campaign may be delayed or cancelled, depending on the circumstances and amount of time the materials are provided late.

AC Business Media prefers to have all creative as soon as possible following the signing of an insertion order.

REQUIREMENTS FOR EMAIL PRODUCTS

- Only text, JPG and GIF images are allowed. Flash, rich media, Image Maps and Java Script are not available for email product. Animated GIFs are discouraged because Microsoft Outlook 2007 and above will not accept them.
- Subject lines should be enticing, more than ONE word, and NOT in ALL CAPITAL LETTERS. Aim for up to 50 characters, but no more than 100 characters with spaces. We can run the subject line through a "spam-checker tool" that points out any verbiage that will be picked up by spam filters.
- Links to PDF, Word documents or other non-traditional "web page" links within an email MUST be clearly identified.
- There MUST be a call to action above the first 400 pixels (height) of the email.
- Text versions should be no more than 10K and may not include any image files.
- An email made entirely of images is NOT recommended because email platforms may block the images. An HTML email should be a combination of text and images with a call to action within the text.
- When designing your email, be mindful of differences in email client compatibility.
- All email HTML must use a table-based layout, using CSS only to control typography and color.
- There is a 600 pixels maximum width and 100K maximum file size (includes all images/html files).
- Full-image paths in the code must be used (ex: http://www.domain.com/images/graphic1.jpg).
- We will provide two versions for testing: text and HTML.
- Please provide detailed linking instructions.
- Prohibited materials will not be accepted. This includes (but is not limited to) images used without permission, and other copyright or trademark infringement.
- Please be advised – if using a mailing template (such as for example – Mail Chimp, Constant Contact, Hubspot, etc) check your agreement terms with them to make sure it is not prohibited to use outside of their platform.

ADDITIONAL CONSIDERATIONS
- Forms cannot be used because there is very little support in most email clients.
- Limit Alt text to approximately 16 words as text is truncated when more text is used. ALT text should be added to your images to help prevent your images from being blocked by spam filters. Some email clients such as Outlook can be set to block the downloading of images. In these instances, clients can still view the Alt tag message.
- Limit page titles to approximately 150 characters
- Avoid the use of background images as many email clients such as Outlook 2007 and above no longer support them.
- Image maps work in Outlook 2007 and above but are not supported in older browsers.

AC Business Media-Designed Creative

AC Business Media's team can design an email blast for your company. This service is provided as an added value to your email insertion order.

Please supply us with:
- Creative images you would like us to use, including company logo, product or other images
- Text copy for the e-blast
- A clear design concept, PDF of the desired layout/design, mission of your campaign, or any design ideas, preferences, or requirements
- URL links
- Subject line
- Pre-header (optional)

Please provide clear direction about what graphics and text should be linked, and what URLs each should be directed to.

You may submit your materials in ZIP format to minimize file size. Avoid sending files zipped using Stuffit Expander (common on Mac platform). While some clients may use the MAC platform to create their graphics, we prefer those graphics being converted to .EPS files. We may be able to open Quark files (commonly used for print ads), but some graphic elements critical to the design maybe lost in conversion. Converting to .EPS will solve this problem.

DEADLINES
The first phase of the design of an email blast will take place between the client and sales representative to create a basic design concept if we are designing your eblast.

Please allow up to two weeks before your campaign runs for any AC Business Media-created email blast.

AC Business Media's design team must have at least five business days to work on the concept and develop the design and HTML and Text versions. The team will then offer the advertiser up to two business days to review it. Following that, we allow up to two days of altering and adjusting the documents as needed before final testing and entering into our system the last day before the campaign is scheduled to start.

Ideally, we prefer to have all creative ideas and related graphic and text AS FAR IN ADVANCE as possible.

Due to the strict timeline of the email blast schedule, if you do not supply your creative within these deadlines we cannot guarantee its place in our delivery schedule. You may be charged a late fee of up to $500 or your campaign may be delayed or cancelled, depending on the circumstances and amount of time the materials are provided late.

REVIEW PROCESS
You, or your designated recipient, will receive a final proof distributed by Omeda, our email partner. If you would like additional people included in the seed list for these tests, please include these email addresses with your material submission. Scheduled e-blasts will occur when the main point of contact had approved the e-blast

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NEWSLETTER ADS

The following specifications are for our responsive-design e-newsletters. All creative is due three business days prior to the newsletter deployment date.

600x100 Display Ad
- Submit JPG, GIF or PNG (no Rich Media)
- Animated GIFs are discouraged as Microsoft Outlook 2007 and above does not support them.
- Max file size: 40K
- Provide linking instruction with URLs
- No third-party tags or 1x1 pixel trackers are allowed

Text Ad / Featured Product Ad
- **Image:** Static .jpg, .gif, or .png file. 320x180 pixel image 150 dpi hi-resolution image.
- **Headline:** 5-7 Word Headline.
- **Body Text: MAX** of **300** characters. Character count includes spacing, paragraph breaks, etc. No URL's or bullet points within body text.
- **URL:** Call to action URL will appear under the main body text. Please provide URL and link text. **MAX** of 35 characters.
  (Please note: only one URL link can be used. It will be used for both the image and the Call to action)

Video/ Featured Product Ad
- **Image**: Static JPG, GIF, PNG file. 320x180 pixel image of a video is required. We can add the play button.
- **Maximum file size**: 30K
- **Headline**: 3-5 words
- **Body tex**t: Up to 300 characters, including spaces
- **URL address**: Please provide linking URL to the video

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DATA. STRATEGY. TECHNOLOGY.

CUSTOM NEWSLETTER SPECIFICATIONS

Content/editorial can be written by our editors or provided by the client. The client provides the ad creative.

CLIENT PROVIDED CONTENT:

If using 1 main photo in the newsletter, provide 550-575 words of copy. If using 2 photos in the newsletter, provide 375-400 words of copy. The word count does not include the headline.

Top banner/Leaderboard

- 600x100 static jpg, gif or png is required
- Maximum file size: 15K
- Please provide linking instructions (URL)

Medium Rectangle

- 300x250 static jpg, gif or png is required
- Maximum file size: 40K
- Please provide linking instructions (URL)

Text / Featured Product ad

- 210x140 image - one static JPG, GIF or PNG is required
- Maximum file size: 30K
- Include headline: 3-5 words
- Up to 300 characters of copy, including spaces
- Please provide linking instructions (URL)

DEDICATED EMAILS
Sponsored Promotion, Whitepaper Of The Day, Hot List Of The Day

Advertiser-Supplied Creative
Submit the following at least seven business days before the deployment date:
- Pre-designed, HTML e-mail message about your company, product(s), service(s), or other information
- Subject line that meets our approval
- Pre-header (optional)
  A pre-header is recommended; this is visible on mobile devices and when recipients use Outlook's preview mode.
- Include full image paths in the code. (ex: http://domain.com/images/graphic1.jpg

REQUIREMENTS FOR EMAIL PRODUCTS
- Only text, JPG and GIF images are allowed. Flash, rich media, Image Maps and Java Script are not available for email product. Animated GIFs are discouraged because Microsoft Outlook 2007 and above will not accept them.
- Subject lines should be enticing, more than ONE word, and NOT in ALL CAPITAL LETTERS. Aim for up to 50 characters, but no more than 100 characters with spaces. We can run the subject line through a "spam-checker tool" that points out any verbiage that will be picked up by spam filters.
- Links to PDF, Word documents or other non-traditional "web page" links within an email MUST be clearly identified.
- There MUST be a call to action above the first 400 pixels (height) of the email.
- Text versions should be no more than 10K and may not include any image files.
- An email made entirely of images is NOT recommended because email platforms may block the images. An HTML email should be a combination of text and images with a call to action within the text.
- When designing your email, be mindful of differences in email client compatibility.
- All email HTML must use a table-based layout, using CSS only to control typography and color.
- There is a 600 pixels maximum width and 100K maximum file size (includes all images/html files).
- Full-image paths in the code must be used (ex: http://www.domain.com/images/graphic1.jpg).
- We will provide two versions for testing: text and HTML.
- Please provide detailed linking instructions.
- Prohibited materials will not be accepted. This includes (but is not limited to) images used without permission, and other copyright or trademark infringement.
- Please be advised – if using a mailing template (such as for example – Mail Chimp, Constant Contact, Hubspot, etc) check your agreement terms with them to make sure it is not prohibited to use outside of their platform.

ADDITIONAL CONSIDERATIONS
- Forms cannot be used because there is very little support in most email clients.
- Limit Alt text to approximately 16 words as text is truncated when more text is used. ALT text should be added to your images to help prevent your images from being blocked by spam filters. Some email clients such as Outlook can be set to block the downloading of images. In these instances, clients can still view the Alt tag message.
- Limit page titles to approximately 150 characters
- Avoid the use of background images as many email clients such as Outlook 2007 and above no longer support them.
- Image maps work in Outlook 2007 and above but are not supported in older browsers

GENERAL DESIGN GUIDELINES

- Consider a Mobile-first design (Use single column layouts, larger fonts, and clear and concise messaging and calls-to-action as much as possible).
- The design should be limited to 600px wide at most.
- Avoid single image emails (One giant graphic with no actual text).
- Strive for a Good Balance of Text-to-Image Ratio.
- Use HTML tables to control the design layout. For more complicate layouts, use nested tables.
- If using CSS, keep it simple and only use inline CSS to control the presentation elements.
- All images must be hosted by the advertiser and fully pathed. If you are unable to do so, please include your images with your email so we can host them on our server.
- Give all images Alt Tags.
- Avoid using background images.
- Avoid using Flash or JavaScript as these are largely unsupported by email clients.

ADDITIONAL INFORMATION

- We do not modify submitted HTML code or check links.
- We include an Opt-Out link for recipients to remove their email address.
- We add a "View web version" link at the top of the email.
- Emails can be sent using responsive design. Please inquire with your respective sales representative.

Advertisers should provide broadcast-ready HTML.
Correct image HTML:
<img src="http://www.yoursite.com/images/yourimage.jpg">
Incorrect image HTML:
<img src="/images/yourimage.jpg">

All-image emails trigger spam filters. Body copy MUST be html text. HTML should be at least 70% text-based/30% image-based.

SUBJECT LINE: A subject line must be provided to insert in the email. Subject line recommended length is 50 characters with spaces.

SUBMISSION OF MATERIALS: One email including the html creative, and subject line should be sent to Colleen Mills at Colleen.Mills@dmnews.com

CLOSING DATES/DEADLINES: Four business days in advance of deployment date. Late submission can cause postponement of the deployment.

PRINT & EBOOK ADS

FULL-PAGE LIVE: 7.75" x 10-3x8
TRIM: 8 ¼" X 10 7/8"
BLEED: 8 3/8" x 11 1/8"

HOW TO CREATE AND SEND YOUR FILES:

PREFERRED FILE FORMAT: PDF X/1A Ads should be CMYK, high-res and created to correct ad size dimensions, including bleed. Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDFs.

Send to: Patti Brown, Ad Production Manager pbrown@ACBusinessMedia.com; 920-542-1224

For files larger than 10MB, follow these steps:
1. Go to www.hightail.com/u/acbm
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

UPGRADE YOUR PRINT AD TO DIGITAL:

SCREEN DIMENSIONS: 1024 x 768 pixels; horizontal orientation only

FILE FORMAT: InDesign (preferred), Photoshop, Illustrator; PDF is acceptable. Indicate any hyperlinks. InDesign: No bleeds; include images and fonts.

VIDEO: Preferred formats are .mov and .mp4
- Send the actual videos; if you send a link, make sure it is a downloadable link.
- Video should be limited to 1 minute.

AUDIO: Preferred formats are .wav and .aiff. We can use mp3s, but they are lower quality

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TERMS & CONDITIONS

CONTRACT AND COPY CONDITIONS

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

PAYMENT AND COMMISSIONS

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

PROTECTIVE CLAUSES

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

CONTRACT CANCELLATION
Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to $500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

Questions about specs:

DIGITAL: Colleen Mills, Sales & Editorial Assistant, colleenmills@dmnews.com, 646-638-6171
PRINT: Patti Brown, Ad Production Manager pbrown@ACBusinessMedia.com, 920-542-1224